Contacts Outside the Community

Radio and movies provide indirect contact between the community and the outside world and seem to encourage the acceptance of urban behavior patterns. (See Table 16.) In addition, however, there is direct contact between the community and the capital city. The inhabitants commute to Bangkok to sell their products or to visit. Some go to the city to live for a time, to attend the city's schools, to work as laborers or to serve in the military or police force. For example, about a quarter of the sample (26 per cent) reported that during the year preceding the survey they had been to Bangkok ten or more times. About a third of the sample (35 per cent) have lived in Bangkok, mostly for the purpose of working there. On the other hand, almost half the sample (45 per cent) have never been to the Don Muang Airport; and over two-thirds (69 per cent) have never been to the Annual Agricultural Fair.

One would expect that such direct exposure to the urban life and values of the capital city, for example, might be linked with greater readiness to try out improved methods of agriculture either because exposure to urban life may mean exposure to more information, or, less directly, may mean exposure to the urban values of economic self-advancement and experimentation. And there is, indeed, a relationship between exposure to the capital city and use of the motor. The two factors are not linked for all the residents--the relationship is a conditional one. That is, it is mainly among illiterate farmers where urban contact is associated with readier acceptance of the motor.

TABLE 19. ILLITERATE FARMERS* WHO HAVE GREATER CONTACT WITH THE CITY ARE MORE LIKELY THAN OTHERS TO USE THE MOTOR

"This past year, how many times did you go to Bangkok...?"

Literacy	Never or once (Proportion who own or use the motor)		Twice or more (Proportion who own or use the motor)	
Illiterate	44%	(40)	58%	(51)
Literate	83	(36)	88	(83)

* Male farmers only

In the same way, there is a similar conditional link between use of the motor and wider contacts beyond the horizons of Bang Chan. Visits to the airport and to the agricultural fair, for example, (both centers of contact with urban culture) are associated with use of the motor among illiterate farmers. If the farmer can read and write, on the other hand, he is just